Permit #F00023492

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00023492 **Type of Permit:** FILMING **Release Date:** 01/13/2010

Production Company THE ARTISTS COMPANY INC

Insured Company Name THE ARTISTS COMPANY INC
Contact Phone No. 1 323-650-4722
Contact Phone No. 2
Fax
Address 1015 FAIRFAX AVE
LOS ANGELES, California 90046

Production Title JC PENNY

Type of Production Commercial - Standard

Producer Brian Killkillon

Director David Cameron

1st AD Eric Small

Production Manager Gonul Aldogen

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Sean O'Brien
Primary Phone Mobile - 310-800-4245
Secondary Phone Office - 323-650-4722

Location Assistant n/a n/a
Primary Phone Mobile - n/a
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 1

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Summary Information — Location

Permit Number F00023492
Production Company THE ARTISTS COMPANY INC
Insured Company THE ARTISTS COMPANY INC
Production Title JC PENNY

Location Manager Sean O'Brien
Primary Phone Mobile - 310-800-4245
Secondary Phone Office - 323-650-4722

Location Address 700 Main St, Venezia, CA, 90291

Location Names

Location Type Private Residence

Location Description

Prep Dates 1/13/2010 - 1/13/2010 07:00 - 19:00

Film Dates 1/14/2010 - 1/14/2010 07:00 - 00:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
ArtistsCo.JCPenny.23492.AL.pdf
Venice Area July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45

Filming Activities Interior Dialogue;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes

Coordinator Note
May not move or work out of equipment vehicles within 200' of residents on the following corners after 2200 hrs:
Southwest corner of Vista Pl & Main St
Northwest corner of Sunset AV & Main St

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs E/S Main St., Sunset Av - Vista Pl

Approximate Footage 301 - 600

Log Number 1009206

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Summary Information

Location

Location 1 of 1

Permit Number	F00023492	**Location Manager**	Sean O'Brien
Production Company	THE ARTISTS COMPANY INC	Primary Phone	Mobile - 310-800-4245
Insured Company	THE ARTISTS COMPANY INC	Secondary Phone	Office - 323-650-4722
Production Title	JC PENNY		

Date(s) 1/14/2010 to 1/14/2010

Time(s) 07:00 to 22:00

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of The Artists Company ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: _____

Gonul Hidayet / Sean O'Brien
Name of Principal

By: _____
Representative's Signature

_____
Print Representative's Name

Prod. Supervisor
Representative's title

1015 N. Fairfax
LA CA 90046
Principal's Address

323.650.4722
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

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SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT